Fashion Calendar 1947

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FEBRUARY

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RUTH FINLEY, EDITOR • FRANCES HUGHES, ASSOCIATE EDITOR
44 WEST 52ND STREET NEW YORK 19, N. Y. ELDORADO 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE WHAT'S GOING ON

GIVEN BY

WHERE

WEEK ENDING FRIDAY, JULY 25, 1947

Just Issued 1948 SPRING

TEXTILE COLOR CARD

200 MADISON AVENUE

RAYON COLOR CARD ASSN. of U.S., INC.

The Advance Collection of 1948 Spring Rayon Colors, just released by the Textile Color Card Association of the U. S. to its members, feature Gypsy Hues, bright and spirited tones; and Sleepy Tints, misty pastels. Contact: Margaret Hayden Rorke, Managing Director, CA. 5-5881.

	NEW YORK COLLEGE SHOP OPENINGS
Friday July 25	ABRAHAM & STRAUS (BROOKLYN) Opening of college shop on July 25, with a college fashion show for the press on Thursday, August 7, at 9:30 A.M. (See page 2). Publicity: Virginia Jewel, TR. 5-7200.
Monday July 28	LORD & TAYLOR Publicity: Gloria Carr, WI. 7-3300.
Monday July 28	JAMES McCREERY & CO. 4TH FLOOR Publicity: Alice Hutton, WI. 7-7000.
Wednesday July 30	B. ALTMAN & CO. 3RD FLOOR College Shop fashion show at 2:30 P.M. Publicity: MU. 9-7000.
Monday August 4	BLOOMINGDALE'S Publicity: Karen Hollis, VO. 5-5900.
Monday August 4	KRESGE-NEWARK Informal modeling of college fashions by members of Kresge-Newark's College Board on Wednesday evening, August 6 in the 7th Floor Restaurant. Publicity: Marie R. Guthrie, Mitchell 2-8000.
Monday August 4	FRANKLIN SIMON & CO. Fashion show on August 6 at 10:30 A.M. (See below). Publicity: Lenore Benson, WI. 7-9600.
Tuesday August 5 3:00 P.M.	PRESS SHOWING OF ARNOLD CONSTABLE & CO. 3RD FLOOR COLLEGE FASHIONS 5TH AVE. & 40TH ST. CULLEGE SHOP Attendance by invitation. Publicity: Hazel Stewart, CA, 5-2300.
Wednesday August 6 10:30 A.M.	PRESS PREVIEW: FRANKLIN SIMON & CO. 3RD FLOOR COLLEGE FASHIONS Presentation of new college fashions, for specially invited college students and the fashion press. Attendance by invitation. Publicity: Lenore Benson, WI. 7-9600.

(Continued on following page)

COLLEGE SHOP OPENINGS (Continued)-

Wednesday PRESS PREVIEW: COLLEGE SAKS 5TH AVENUE

PENTHOUSE CLUB

August 6 AND CAREER FASHIONS

30 WEST 59TH ST.

12:30 P.M. Luncheon

A press showing of new fashions from the Saks 5th Avenue "Seventh Heaven for College and Career." Attendance strictly by invitation.

Publicity: Helen Kauper, PL. 3-4000.

Wednesday

MACY'S NEW YORK

3RD FLOOR

August 6

Publicity: Helen Law, CH. 4-2000, Ext. 2431.

Thursday

PRESS SHOWING OF

ABRAHAM & STRAUS

3RD FLOOR

August 7

COLLEGE FASHIONS

(BROOKLYN)

EAST BUILDING

9:30 A.M. Breakfast

College fashion show for the press, to be presented at 10:00 A.M.

Public showing at 5:45 P.M. (See July 25 announcement for opening of

College Shop). Publicity: Virginia Jewel, TR.5-7200.

Thur sday

DE PINNA

4TH FLOOR

August 7

Publicity: Dorothy Coburn, VO. 5-4800.

Monday

PRESENTATION OF

SAKS 34TH STREET

3RD FLOOR

August 11

COLLEGE FASHIONS

COLLEGE SHOP

3:00 P.M. Showing of college fashions at the opening of the Saks 34th "College

Knowledge" Shop. Open to public. Publicity: Frances Eisner, LA. 4-7000.

Monday

MARTIN'S (BROOKLYN)

Publicity: Kay Connelly, TR.5-3100. August 11

Thursday

SHOWING OF

MARTIN'S

5TH FLOOR

August 14 COLLEGE FASHIONS

2:30 P.M.

Fashion show to give a complete picture of college fashions. Open to

public. Publicity: Kay Connelly, TR. 5-3100.

Monday

STERN'S

3RD FLOOR

August 18 Publicity: Betti Collins, LO. 5-6000.

WEEK BEGINNING MONDAY, JULY 28, 1947

Monday July 28 RADIO BROADCAST:

SIDNEY ROTHSCHILD OF

MARGARET ARLEN PROG.

8:30 A.M.

"THE WHY OF BUTTONS" EXCELSIOR BUTTON WORKS WCBS, 880 ON DIAL Sidney Rothschild, vice-president of the Excelsior Pearl Works, largest manufacturers of ocean pearl buttons in this country, will discuss the romantic history of the pearl button industry, together with its tie-up

with the world of fashion. Publicity: Billie Gould, RH. 4-4854.

Monday July 28-

FALL OPENINGS OF

INCORPORATED SOCIETY

LONDON

August 1

LONDON STYLISTS OF FASHION DESIGNERS ENGLAND

The Incorporated Society of London Fashion Designers will present Fall

Haute Couture Collections on the following dates: July 28: Norman Hartnell, Angele Delanghe.

July 29: Worth, Digby Morton.

July 30: Molyneux, Victor Stiebel of Jacqmar.

July 31: Bianca Mosca, Charles Greed. Aug. 1: Peter Russell, Hardy Amies.

Contact: Miss Lilian Hyder, Sec'y., 193 Regent St., London, Regent 3816.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday July 29 9:05 A.M.	TALK ON "COLOR FOR INTERIOR DECORATING" Peter Massenburg and Jerry its psychology in the home woman at home. Publicity:	INTERIOR DECORATORS Steiner will discuss the	importance of color,
Friday August 1	ARMY AIR FORCE DAY "Air Power is Peace Power" special promotional materi of the National Retail Dry Chairman: Charles B. Dulca	al being prepared by the S Goods Association for coo	sales Promotion Group perating retailers.
Monday August 4 9:45 A.M. Breakfast	PRESS PREVIEW OF NEW SHOE SALON Opening of the Gunther Sho 666 Fifth Avenue. Attenda VO. 5-3440.	GUNTHER e Salon at a breakfast to nce by invitation only. P	666 FIFTH AVENUE SHOE SALON be held at Gunther, ublicity: Nona James,
Monday August 4; Thursday August 7	INFORMAL SHOWINGS OF TUBULAR JERSEY Hourly showings of fashion during luncheon in the Res public. Publicity: Virgin	BROOKLYN s made of tubular jersey, taurant, 4th Floor, West B	4TH FLOOR FABRICS DEPT. with a presentation uilding. Open to
Tuesday August 5 5:00 P.M.	TEAM TOWNS ON THE PARTY OF THE	porary furniture and acces 7, when foremost designer t the press preview, will worman Fox McGregor, Morri prothy Liebes, and others. Esponsored by the following Deane; Barbara Welles, WOI McNellis, WJZ; The Fitzgor Special Events Center at the talks by Home Planning.	sories. Open to s represented in the again be guests of s Sanders, Edward Six of the ag radio commentators: R; Nancy Craig, WJZ; eralds. Home Forum 2:30 P.M. on
Tuesday August 5- August 31	FRENCH FALL AND WINTER OPENINGS Paris Fall Couturier opening Rouff. August 6: Lucien Le Jacques Fath. August 7: F Marcel Rochas, Agnes Drecol August 8: Gres, Carven, Je August 9: Madeleine Vraman Robert Piquet, Jacques Grif Marcelle Dormoy, Calliste. Renee Patton, Marcelle Chau de la Couture Parisienne, 1	eLong, Christian Dior, Schi Pierre Balmain, Patou, Char I, Paquin, Germaine Lecom Panne LaFaurie, Jacques Hei It, Jacques Costet. August Ite, Nina Ricci. August 12 August 13: Jacques Heim Mont. Anny Blatt. Contact	taparelli, Hermes, rles Montaigne, te, Bruyere. im, Jeanne Lanvin. t ll: Jean Desses, l: Worth, Gaston, Jeunes Filles, t: Chambre Syndicale

DATE

WHAT'S GOING ON

FALL BUDGET MILLINERY

GIVEN BY

WHERE

Tuesday August 5 7:00 P.M.

HOTEL ASTOR FASHION PRESENTATION MILLINERY STAB. COMM. GRAND BALLROOM First Budget Millinery Show, sponsored by the Millinery Fashion Bureau and the Millinery Stabilization Commission for buyers, retailers and the fashion press. The following manufacturers will be represented: Alpine Hat Co.; Barbara-Bretton, Inc.; Beachurst Hats, Inc.; Bertlyn Corp.; Betmar Hats, Inc. (John-Frederics Jr.); Biltmore Hat Corp.; Bobsom Hats; Brae-Burn Hat Co.; Brenad Hats; Milton Brodkin Hats; Brody & Spector; Chesterfield Hat Corp.; Debway Hats, Inc.; Abe Del Monte, Inc.; Eisenberg Bros. & Morris J. Gerber; Ermos Hat Corp.; Etta-Leen Hats; Abe Fagan & Co.; Fairview Hats, Inc.; W. P. Fortune, Inc.; Joe Friedman Hat Corp.: Greenberg-Fisch Hat Co.; Juno Hats, Inc.; Kenmont Hat Co., Inc.; Lanrose Hat Co., Inc.; Madcaps Co.; Marwin Hat Co.; New Era Hats Inc.; Park Ave. Jr. Hats, Inc.; Park Dale Hat Co., Inc.; Playtoppers; J. Portny & Sons, Inc.; Radcliffe Fashions, Inc.; Royal Maid Hats; Salfair; Scheer Bros. & Cooper; Singreene Hats; Stately Maid Hats; Tone Craft Hats; and Topps. Reservations: Dinner and show, \$16.50; Mezzanine, show only, \$8.50. Show at 8:30 P.M. For tickets, contact: Millinery Stabilization Commission, 1450 Broadway, CH. 4-6547. Press strictly by invitation. Publicity: Mary Kelley, Millinery Fashion Bureau. MU. 2-2603.

MILLINERY FASHION BUR.:

Wednesday August 6

ANNUAL GLADIOLUS

HORTICULTURAL SOCIETY

598 MADISON AVENUE

SHOW OF NEW YORK

2:30 P.M.

A gladiolus show will be given in conjunction with the Eastern N. Y. Gladiolus Society and the N. J. Gladiolus Society on Wednesday, August 6, from 2:30 P.M. to 10:00 P.M.; and on Thursday, August 7, from 10:00 A.M. to 5:00 P.M. Open to public. Publicity: Elizabeth Peterson, PL. 3-8651.

Tuesday

PRESENTATION OF

RUSSEKS FIFTH AVENUE

7TH FLOOR

August 12 EVENING FASHIONS

3:00 P.M.

Presentation of evening fashions by Russeks from the collections of the Formal Dinner and Wedding Dress Guild, members of the New York Dress Institute. Publicity for Formal Dinner and Wedding Dress Guild: Eleanor Lambert, PL. 5-8580.

Wednesday August 13 TEEN-AGE FASHION PRESENTATION

ABRAHAM & STRAUS

8TH FLOOR SPECIAL EVENTS CENTER

BROOKLYN 2:30 P.M.; A & S will present teen-age fashions for Fall. Open to public.

4:00 P.M. Publicity: Virginia Jewel, TR. 5-7200.

Monday

CHICAGO FASHION INDUSTRIES "HOLIDAY MARKET WEEK"

August 18 Showing in individual showrooms of holiday lines of coats, suits, dresses, sports and loungewear, wash frocks, blouses, accessories, furs, intimate apparel, and infants' and children's wear.

Tuesday

CHRISTMAS SHOWING

HOUSE OF ITALIAN

217 EAST 49TH STREET

August 19 OF ITALIAN HANDICRAFT HANDICRAFT

11:00 A.M. Press showing of Italian Handicraft for Christmas -- merchandise to be available in this country at importers. Attendance by invitation only. Contact: PL. 9-3190.

DATE WHAT'S GOING ON GIVEN BY WHERE

Tuesday "MINX MODES" NEW SAKS 34TH STREET 2ND FLOOR August 19 JUNIOR FASHIONS JUNIOR DEPT.

3:00 P.M. Presentation of fashions for Juniors by Saks 34th. Open to public. Publicity: Frances Eisner, LA. 4-7000.

August 19 NATIONAL AVIATION DAY (Tuesday)

Wednesday PIGTAILS FASHION ABRAHAM & STRAUS 8TH FLOOR

August 20 PRESENTATION BROOKLYN SPECIAL EVENTS CENTER

2:30 P.M.; Showing of new A & S fashions for the "pigtails" age group. Open to

4:00 P.M. public. Publicity: Virginia Jewel, TR. 5-7200.

Beginning BRITISH LEATHER LEATHER, FOOTWEAR AND TORONTO Friday EXHIBIT IN TORONTO ALLIED INDUSTRIES CORP. CANADA

August 22 British leather, footwear, gloves and leather goods will be shown in a composite prestige exhibit to United States and Canadian store buyers at the Canadian National Exhibition, Toronto. A selective display designed to show to North American buyers "the great advance which Britain's leather industries have made since 1939."

August 24 ANNUAL ST. LOUIS COSMETIC SHOW AT HOTEL LENOX IN ST. LOUIS (August 24-30).

August 24- NEW YORK GIFT SHOW AT HOTELS NEW YORKER AND PENNSYLVANIA. Contact:

August 28 George F. Little Management, 220 Fifth Ave., AS. 4-3161.

August 24- SEVENTH ANNUAL REGIONAL COSMETICS SHOW IN PHILADELPHIA AT BENJAMIN

August 30 FRANKLIN HOTEL.

Monday

NEWSSTAND DATE: NEW

INDEPENDENT NEWS CO. 247 PARK AVENUE

KNITTING PUBLICATION

Modern Knitting, a new quarterly "Service" magazine to be edited by Gizi

Alton, designer and writer, will feature technical instructions for all

types of knitting and crochet work. Unusual knitting problems may be

referred to the magazine's staff for solution. Modern Knitting will be

nationally distributed by the Independent News Co., 480 Lexington Ave.

Editorial and advertising offices at 247 Park Ave. Price: 35¢.

August 27 AMERICAN LEGION CONVENTION IN NEW YORK (August 27-August 31).

Publicity: Richard H. Roffman, PE. 6-0596.

August 31 NATIONAL AIR RACES (August 31-September 3).

Sept. 1 LABOR DAY (Monday).

Sept. 2 V-J DAY

Tuesday FALL FASHIONS AT THE TAILORED WOMAN ST. REGIS HOTEL Sept. 2 LUNCHEON SHOWING IRIDIUM ROOM
1:00 P.M. Showing of new fashions by The Tailored Woman during luncheon. (The

Luncheon St. Regis luncheon fashion show is being held on Tuesday, instead of Monday, because of the Labor Day holiday). Press by invitation. Public by reservation. For reservations, contact PL. 3-4500, Ext. 123.

Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. St. Regis

Fashion Publicity: Mary Alice Rice, CI. 6-1790.

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	DDFGC ODENTING. TATE OFFICE AND ADDRESS OF THE PROPERTY OF THE
	PRESS OPENINGS: FALL CUSTOM-ORDER COLLECTIONS
	PREVIEWS OF CUSTOM-ORDER FALL COLLECTIONS ARE FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.
Tuesday Sept. 2	JAY THORPE 24 WEST 57TH ST. PUBL.: AUDREY DAVIS CI. 7-4300 At 11:00 A.M.
Tuesday Sept. 2	MAINBOCHER 6 EAST 57 TH ST. PUBL.: ELEANOR LAMBERT PL. 5-8580
Wednesday Sept. 3	MILGRIM At 11:00 A.M. 6 WEST 57TH ST. PUBL.: RUTH WALTZ CI. 7-7200
Wednesday Sept. 3	BERGDORF GOODMAN 754 FIFTH AVE. PUBL.: FLORENCE NEFF PL. 3-7300 At 5:30 P.M.
Thursday Sept. 4	HENRI BENDEL 10 WEST 57TH ST. PUBL.: FRANCES ANDERSON CI. 7-1100
Thursday Sept. 4	SAKS 5TH AVENUE 611 FIFTH AVE. PUBL.: HELEN KAUPER PL. 3-4000
Tuesday Sept. 9	ELIZABETH ARDEN 691 FIFTH AVE. PUBL.: KAY INGLIS-JONES PL. 3-3410 At 3:00 P.M Designed by Castillo
Wednesday Sept. 10	STEIN & BLAINE 15 WEST 57 TH ST. PUBL.: ELEANOR LAMBERT PL. 5-8580
Thursday Sept. 11	BONWIT TELLER 721 FIFTH AVE. PUBL.: DOROTHY IVERSON EL. 5-6800 At 11:00 A.M.
Sept. 8	NEW GOWNS AT LUNCHEON SHOW (501 MADISON AVE.) Fall fashions by Martha will be presented during luncheon. Press by invitation, Public by reservation. For reservations, contact PL. 3-4500, Ext. 123. Contact: Martha, PL. 3-5625. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.
Wednesday Sept. 10 1:00 P.M. Luncheon	FALL FASHIONS AT ARNOLD CONSTABLE WALDORF-ASTORIA LUNCHEON SHOWING STARLIGHT ROOF Resumption of the Wednesday luncheon fashion shows for the 1947-48 season at the Waldorf with a showing of new fashions for Fall by Arnold Constable. Press by invitation. Public by reservation. For reservations, contact "Frenk," headwaiter, EL. 5-3000. Arnold Constable Publicity: Hazel Stewart, CA. 5-2300. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.
Thursday Sept. 11 1:00 P.M. Luncheon	NEW WOOL FASHIONS PECK & PECK; AT LUNCHEON SHOW INT'L WOOL SECRETARIAT TERRACE ROOM Presentation of knitted fashions for Fall by the Int'l Wool Secretariat, to be featured by Peck & Peck. Press by invitation. Public by reservation. Publicity Int'l Wool Secretariat: June Hamilton Rhodes, Bureau of Fashion Trends, MU. 3-7661; for Peck & Peck: Julia English Morse, PL. 8-3100. Hotel Plaza Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740, Ext. 424 or 169.

DATE WHAT'S GOING ON GIVEN BY WHERE

Sept. 15 FIRST DAY OF JEWISH NEW YEAR--ROSH HASHONAH (Monday)

Monday
FUR AND MILLINERY
ACKERMAN-BLATT;
ST. REGIS HOTEL
Sept. 15
FASHION PRESENTATION
MARY GOODFELLOW
IRIDIUM ROOM
Luncheon showing of Ackerman-Blatt's rare furs for Fall and Winter,
accompanied by Mary Goodfellow hats, especially created to blend with
this collection. Press by invitation. Public by reservation. For
reservations, contact PL. 3-4500, Ext. 123. Publicity for Ackerman-Blatt
and Mary Goodfellow: Mildred Kaldor, BR. 9-9399. St. Regis Fashion

Publicity: Mary Alice Rice, CI. 6-1790.

Wednesday

FUR FASHIONS AT

GUNTHER

HOTEL PIERRE

COTILLION ROOM

1:00 P.M.

Resumption of the regular Wednesday luncheon fashion shows at the Hotel

Luncheon

Pierre for the 1947-48 season with a presentation of Gunther's new fur

fashions. Press by invitation. Public by reservation. For reservations,

contact: "Jack", Cotillion Room headwaiter, RE. 4-5900. Hotel Pierre

Fashion Publicity: Florence Lanthier, EL. 5-3644, Gunther Publicity:

Nona James. VO. 5-3440.

Thursday
Sept. 18
FASHION SHOWING

9:00 A.M.
Breakfast

Executive Dining Room, with a showing of new Fall and Winter fashions.
Attendance strictly by invitation. Publicity: Helen Law, CH. 4-2000,
Ext. 2431; or Terry Mayer. Ext. 2554.

Thursday

Sept. 18
AT LUNCHEON SHOWING

1:00 P.M.

Showing of new custom-order fashions by D'Laurence Roth during luncheon.

Luncheon

Press by invitation. Public by reservation. For reservations, contact

"Jack", Cotillion Room headwaiter, RE. 4-5900. Contact: D'Laurence Roth,

EL. 5-4845. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.

Saturday SECOND POSTWAR NATIONAL NOTION THROUGHOUT Sept. 20-NAT'L NOTION WEEK ASSOCIATION THE COUNTRY Sept. 27 The National Needlecraft Bureau, Inc., will direct promotional activities for the Second postwar National Notion Week. Nationwide promotion is aimed at increasing traffic and sales in the notion departments of retail stores by highlighting these departments and bringing them to the attention of the buying public. Display material will be made available to those stores wishing to participate, and an extensive radio, magazine and newspaper publicity campaign will be handled by the National Needlecraft Bureau, Inc. A window display contest will again be part of the program, with cash awards for the winners in the chain and department store groups. Contact: George Pounder. LE. 2-4455.

Monday FALL AND WINTER DE PINNA ST. REGIS HOTEL
Sept. 22 FASHION SHOWING IRIDIUM ROOM
1:00 P.M. Presentation of De Pinna's annual Fall Fashion Showing of Spectator
Luncheon Sports, Town and Junior Clothes. Press by invitation. Public by
reservation. For reservations, contact PL. 3-4500, Ext. 123. De Pinna
Publicity: Dorothy Coburn, VO. 5-4800. St. Regis Fashion Publicity:
Mary Alice Rice, GI. 6-1790.

MUSIC...THEATRE...MOVIES...NIGHT SPOTS

Monday July 28

SEVENTH WEEK; STADIUM CONCERTS LEWISOHN STADIUM, 138TH ST. & AMSTERDAM AVE. July 28: Conductor: Bernard Herrmann. Soloist: William Kapell, Monday, pianist. Music by Purcell, Williams, Rachmaninoff. Conductor: Bernard Herrmann. Music by Schubert, Tuesday. July 29: Delius, Mendelssohn, Herrmann and Smetana. Conductor: Bernard Herrmann. Soloists: Gerald Wednesday, July 30: Warburg, violoncellist; Clara Rockmore, thereminist. Thursday, July 31: Conductor: Richard Korn. Soloist: Sidney Foster, pianist. Music by Wagner, Brahms, Tchaikowsky. Saturday. August 2: Conductor: Richard Korn. Soloists: Arthur Whittemore and Jack Lowe, Duo-Pianists. Music by Nicolai. Schubert, Liszt, Humperdinck, Paganini, others.

Publicity: Margaret Hartigan, CI. 6-4462.

Wednesday August 6 PREMIERE: "WELCOME STRANGER" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD ST. Paramount Pictures presents a comedy with music about two doctors in a New England town, with Bing Crosby, Barry Fitzgerald, Joan Caulfield, Wanda Hendrix. Produced by Sol C. Siegel, directed by Elliott Nugent. Costumes: Edith Head. Publicity: Edith Stone, BR. 9-8700.

Wednesday August 13 PREMIERE: "BLACK NARCISSUS" (Movie) FULTON THEATRE, 46TH ST. W. OF B'WAY Universal-International release of a J. Arthur Rank production in Technicolor written and directed by Michael Powell and Emeric Pressburger. The story concerns a group of English nuns, and features Deborah Kerr, David Farrar, Flora Robson and Sabu. Costumes: Hein Heckroth. Publicity: Al Horwits, CI. 7-7100.

Thursday August 14 PREMIERE: "THE SECRET LIFE OF WALTER MITTY" (Movie) ASTOR, B'WAY & 45TH ST. Samuel Goldwyn production, a Technicolor comedy based on a story by James Thurber about a man who becomes a hero to himself in his fantastic dream life. Cast includes Danny Kaye, Virginia Mayo, Boris Karloff and Fay Bainter. Director: Norman McLeod. Costumes: Sharaff. Publicity: Lynn Farnol, CO. 5-4482.

Friday August 15 PREMIERE: "LIFE WITH FATHER" (Movie) WARNER THEATRE, B'WAY & 51ST ST. Warner Brothers adaptation of the Howard Lindsay-Russell Crouse play based on Clarence Day's humorous memoirs of life in the Day family. Cast includes William Powell as Father, Irene Dunne as Vinnie, and Jimmy Lydon, and Elizabeth Taylor. Directed by Michael Curtiz, produced by Robert Buckner. Costumes: Milo Anderson. Publicity: Eve Siegel, CI. 6-1000. (THE WARNER THEATRE WAS FORMERLY KNOWN AS THE HOLLYWOOD).

Tuesday August 19 OPENING: "THE MAGIC TOUCH"

John Morris Chanin presents a new comedy by Charles Raddock and Charles Sherman, with Howard Smith, Frances Comstock, Loney Lewis, Hope Emerson, Sara Anderson and Sid Melton. Director: Herman Rotsten. Publicity:

Marjorie Barkentine, BR. 9-9546.

Friday August 22 PREMIERE: "THE ROOSEVELT STORY" (Movie) REPUBLIC THEATRE, B'WAY & 52ND ST. Tola Productions presents a documentary filming of the life of the late President, compiled from newsreels and private film archives of the Roosevelt family. Narrators: Canada Lee, Kenneth Lynch, Ed Begley, Kelly Flint and Gene Blakely. Produced by Martin Levine and Oliver Unger, in association with Harry Brandt. Publicity: George Gomperts, LO. 3-5883.